

Maximizing CP Labor Sales and Conversion in the Drive



Chris Collins

President

Chris Collins Inc

Los Angeles, CA

800-230-5165

info@chriscollinsinc.com



#NADA2016

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Imaginary Horses









Leverage (Customer Experience)

- Wait Time
- Advisor W/A
- Instant Inspection (I2)
- Structure

What Waiting Cost

7 Seconds Equals 1% In Sales

5 Minutes Would
Equal
42.85%

Missed OP's

Set Intervals

Brake Fluid Exchange	2 Years/ 20K Miles
Power-Steering Fluid Exchange	MB DOES NOT RECOMMEND
Coolant Exchange '09 Older Green Fluid/ 2010 Blue Fluid	EVERY 3 YEARS
Fuel Injection Service	MB DOES NOT RECOMMEND
De-Carb Service	MB DOES NOT RECOMMEND
Differential Service	4 Years/ 60K Miles
A/C Service	1 Year
Alignment	1 Year/ 12K Miles
Rehose	MB DOES NOT RECOMMEND
Transmission Service	4 Years/ 40K Miles
Transfer Case	4 Years/ 40K Miles
Cabin Filters	2 YEARS / 20K
Rotate & Balance	7,500K Miles

Missed OP's

Review RO's

Missed OP's

CHRIS COLLINS^{NC}
THE FUTURE OF FIXED OPS

Top Dog Missed Opportunities Check List

Walk Around Sheet (Y/ N)	<input type="checkbox"/>	Inspection Sheet (Y/ N)	<input type="checkbox"/>	Grid Usage (Y/ N)	<input type="checkbox"/>
Diesel Inj. Svc	<input type="checkbox"/>	Alignment	<input type="checkbox"/>	Battery Svc.	<input type="checkbox"/>
Fuel Induction Svc.	<input type="checkbox"/>	Fuel Injection Svc.	<input type="checkbox"/>	Menu Package	<input type="checkbox"/>
Coolant Flush	<input type="checkbox"/>	Coolant Re-Hose	<input type="checkbox"/>	RO Signed	<input type="checkbox"/>
Trans Fluid Svc.	<input type="checkbox"/>	4x4 Service (2 diffs & Tcase)	<input type="checkbox"/>	_____	<input type="checkbox"/>
PS Fluid Svc.	<input type="checkbox"/>	Brake Fluid Svc.	<input type="checkbox"/>	_____	<input type="checkbox"/>
Arctic Blast	<input type="checkbox"/>	Evap/ Heater Core Svc.	<input type="checkbox"/>	_____	<input type="checkbox"/>
Nitrogen	<input type="checkbox"/>	4 Wheel Balance	<input type="checkbox"/>	_____	<input type="checkbox"/>

Legend- S=Solid / D=Declined / N=Neglected

Notes: _____

Date: _____ RO#: _____ Reviewed w/ Advisor: _____



"Nothing will ever change the fact that the way your ROs look has a direct correlation with your results" - Chris Collins

Missed OP's (Three Options)

- Missed
- Sold
- Declined

Lost Sales Example

Alignments

$$42 \times \$129.95 = \$5457.90$$

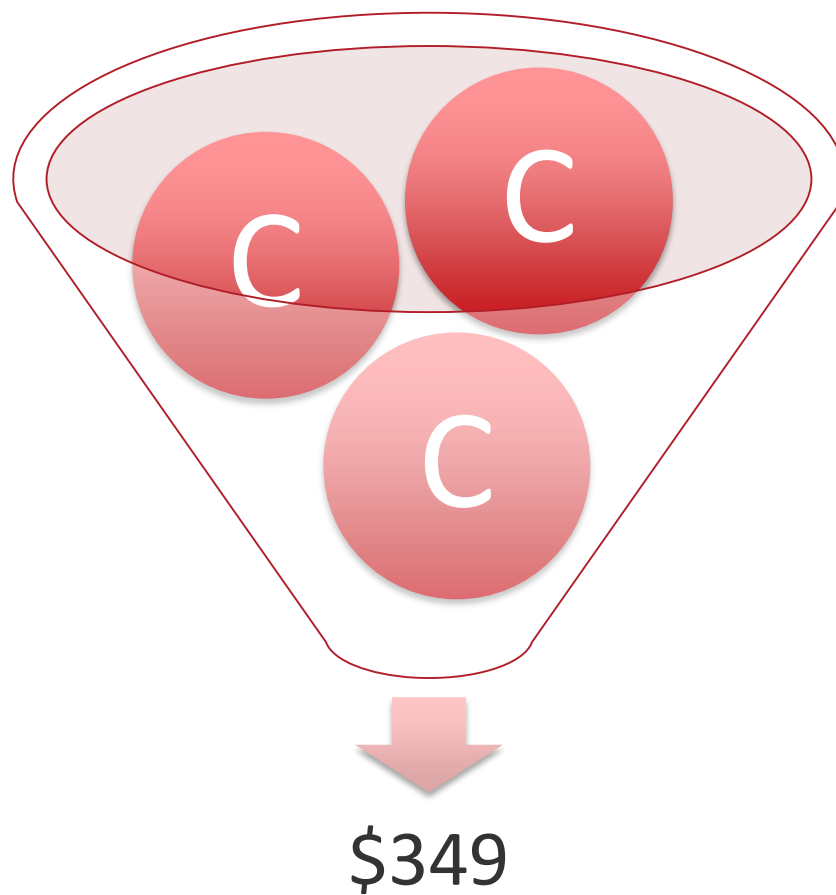
Petting The Dog

- Appointments 20 Minutes Apart
- Greet at Curb
- Set up (Hat/Pre-Write)
- Set Expectations
- Direct

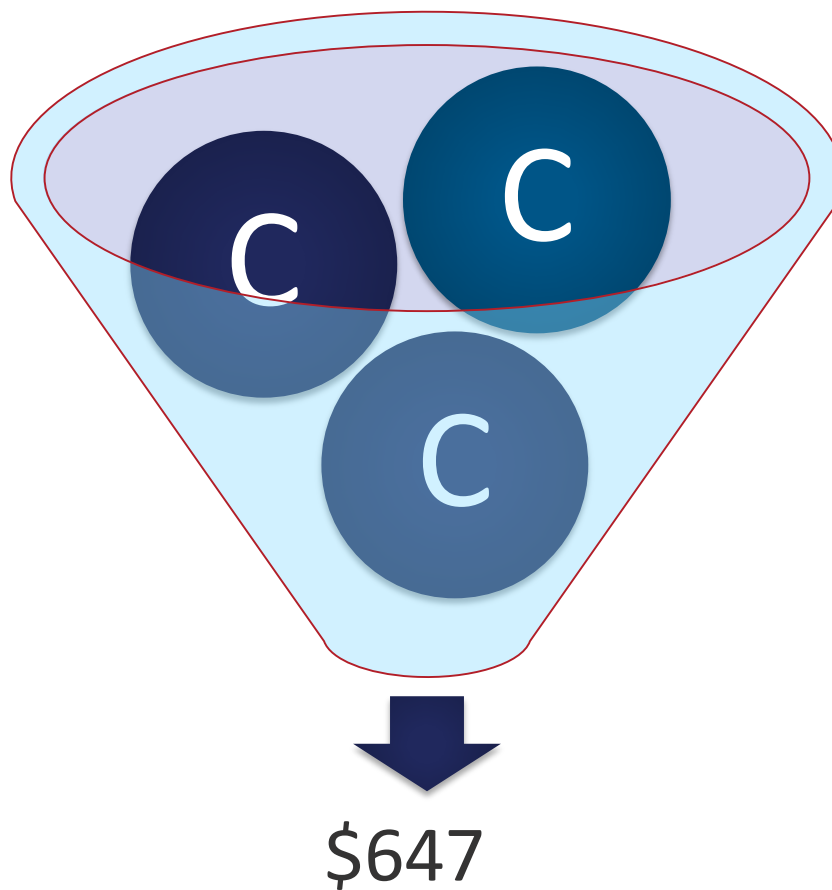




Case Study (Group 1)

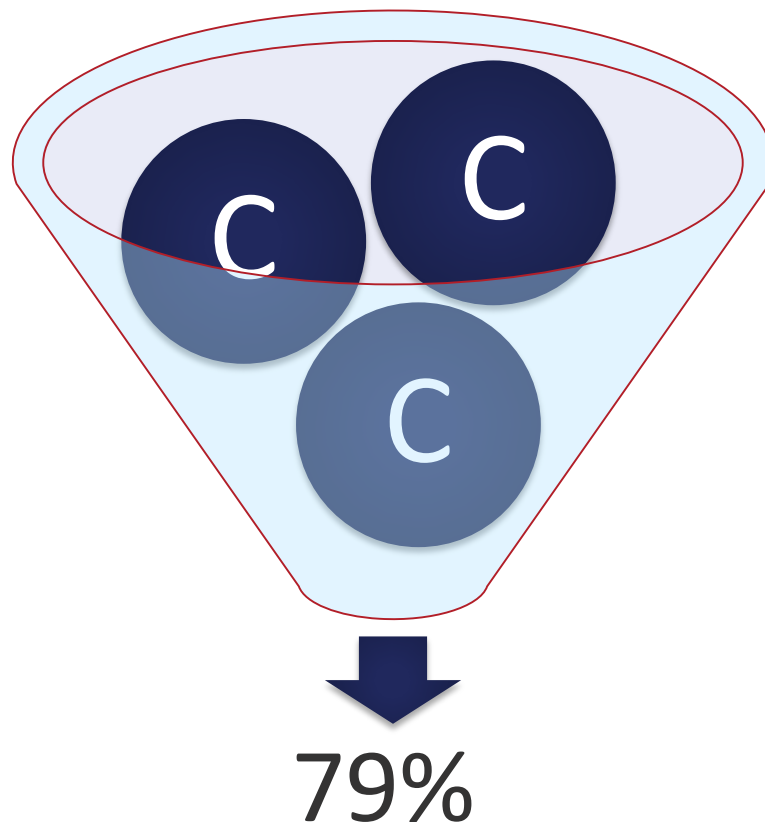


Case Study (Group 2)



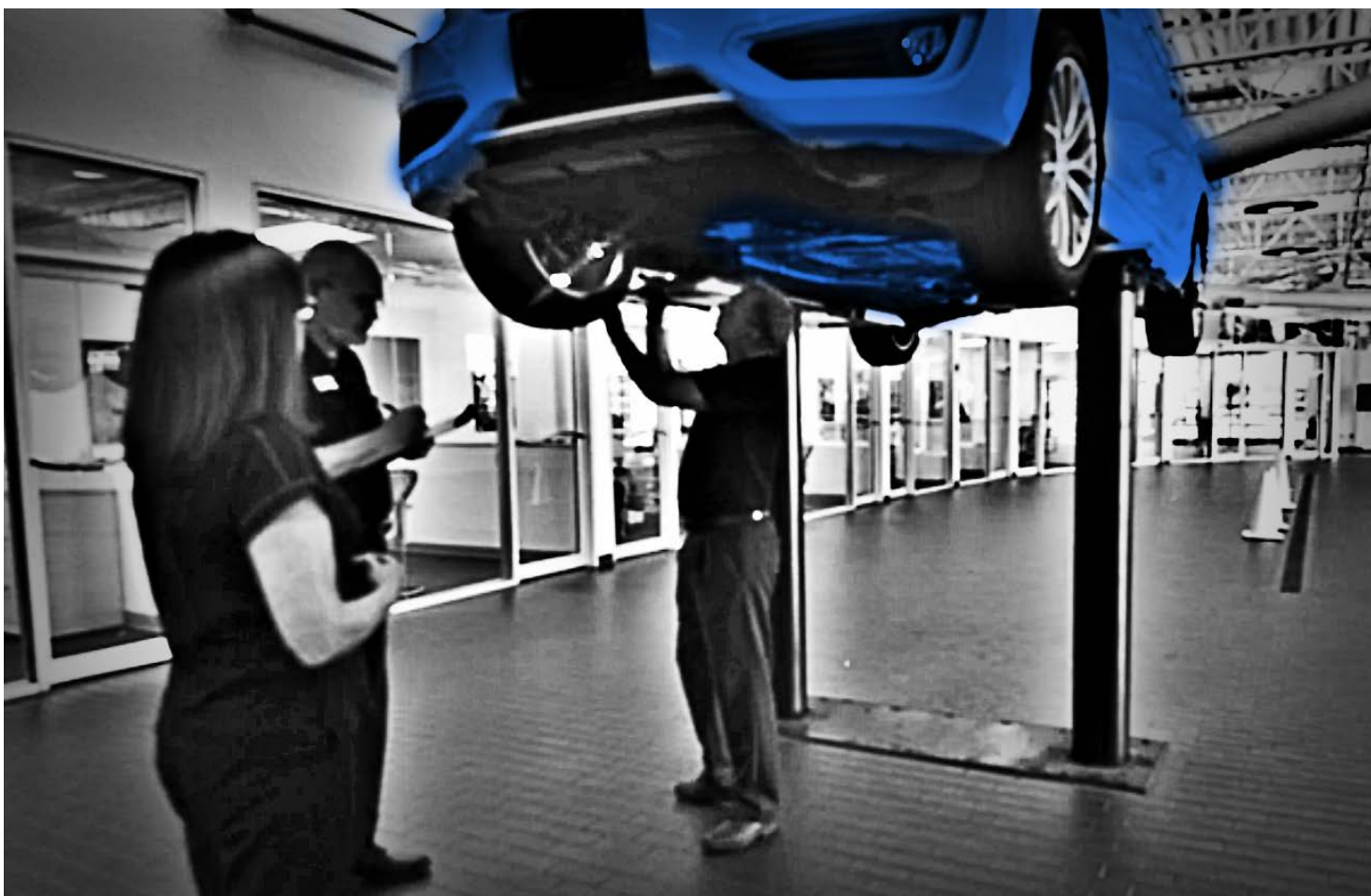
Case Study (Group 2)

Closing Ratio



Instant Inspection

- Advisor Performs W/A
- Create RO
- Tech/Foreman Racks Car
- Advisor Walks Customer To Racked Car
- Visual Inspection Is Performed
- Estimate/Approved



Quick Lube

- Talent Match
- Remove Constraints
- Leverage Wisdom Of Time
- Tech Mentorship

Questions?

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